

Tickle Me Elmo Surprise

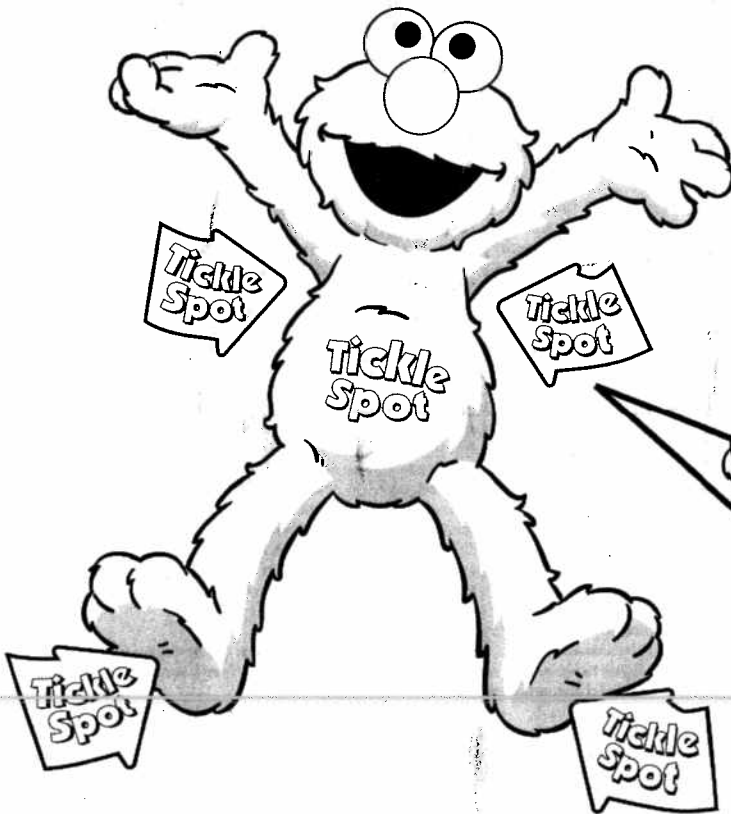
INSTRUCTION SHEET

Elmo has 5 ticklish spots: **under both arms, under both feet and his tummy.** One ticklish spot makes Elmo shake and roar with hysterical laughter. Each time you tickle him, his **most ticklish** spot changes location. Elmo might tell you he's "ticklish there" or "not ticklish there", but you have to keep tickling him to find his most ticklish spot. When you do, he'll laugh and shake and say "Ha ha ha...that tickles Elmo the most... ha ha ha..."

If at anytime Elmo should stop working, press his left hand to resume normal play.

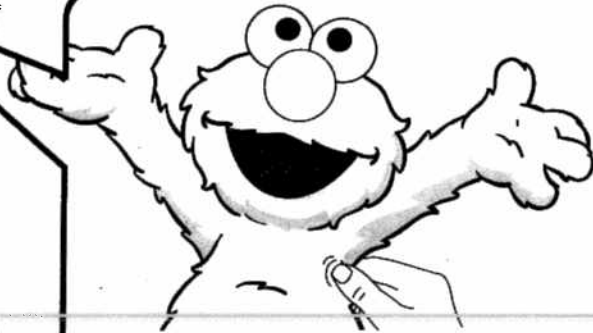
If he still does not function, replace the batteries.

HOW TO BEGIN PLAY



IMPORTANT NOTES:

- When you "tickle" Elmo, you will actually have to **press and/or squeeze his ticklish spots.**
- On or after January 9th, 2002, when you find his most ticklish spot Elmo will have a surprise message for you. Listen to what Elmo says to discover a fun new way to play!



REMINDER: When you "tickle" Elmo, you should **press** or **squeeze** his ticklish spots.

Your Tickle Me® Elmo Surprise Doll may make you a lucky winner! All Tickle Me Elmo Surprise dolls will have a new feature and say a surprise message on or after January 9, 2002. If your Elmo says a winning message on or after that day, you will be a lucky winner of the Tickle Me® Elmo Surprise Sweepstakes.

If your doll says the "**Congratulations**" message, you win:

- **Grand Prize Package:** (1 lucky winner)
\$200,000 check which can be used towards the purchase of a house; a current model VW New Beetle; a Power Wheels by Fisher Price® Volkswagen® New Beetle toy; a personal computer and \$60,000 in U.S. savings bonds valued at maturity which can be used towards education.

If your doll says the "**You found it!**" message, you win:

- **First Prize Package:** (4 lucky winners)
A current model VW New Beetle; a Power Wheels by Fisher Price® Volkswagen® New Beetle toy; a personal computer and \$40,000 in U.S. savings bonds valued at maturity which can be used towards education.

**Tickle Me Elmo Surprise Game
Official Rules**

No Purchase Necessary to play or win. Official Rules are also available at www.fisher-price.com

Purchasing will not increase your chances of winning. Game begins 8/1/01 & ends 6/30/02. Prizes can not be claimed until after 1/9/02. There are two ways to participate in this game: Purchase a "Tickle Me Elmo Surprise" doll in a specially marked box (while supplies last). **To participate without purchase:** For a free official game piece & chance to win (while supplies last) send a hand printed self-addressed, stamped envelope (VT residents may omit return postage) to: Tickle Me Elmo Surprise Game Piece Request, P.O. Box 5359, Unionville, CT 06087-5359, to be received by 6/30/02. Limit 1 request per stamped outer mailing envelope. Gently rub off the concealed area on your game piece to see if you have won.

How to determine if you've won with a free game piece: If your game piece is a winner, you win the prize indicated. To claim a prize, follow directions in prize claim section below.

How to determine if your Tickle Me Elmo Surprise doll is a winner: When the audio play pattern changes on your Tickle Me Elmo Surprise, which will occur on or about 1/9/02, if a new message spoken by your Tickle Me Elmo Surprise is a special message in which Tickle Me Elmo Surprise uses the word "Congratulations" and provides you with instructions on how to claim your prize, you win the Grand Prize (subject to verification); or, if a new message spoken by your Tickle Me Elmo Surprise is a special message including the words "You found it," and provides you with instructions on how to claim your prize, you win a First Prize (subject to verification). If you purchased your doll after 1/9/02, the message may have already changed. **Verification of winning:** All winning Tickle Me Elmo Surprise dolls will include a unique Personal Identification Number (PIN) indelibly printed on the battery receptacle cover. The unique PIN will be required as secondary proof of having a winning Tickle Me Elmo Surprise doll. To claim a prize, follow directions in Prize Claim Details below.

Prize Claim Details: Only the message in winning Tickle Me Elmo Surprise dolls will change to a special message & only the winning dolls will have a winning unique PIN. Winning Tickle Me Elmo Surprise dolls will be verified by the winning PIN printed on the battery receptacle cover (if you purchased a doll, you must have a winning unique PIN in order to be awarded a prize). In non-winning Tickle Me Elmo Surprise dolls, the audio play pattern will change, but it will not change to the special message using the key word(s) described above. Additionally, in non-winning Tickle Me Elmo Surprise dolls the PIN printed on the battery receptacle cover will not be a unique winning PIN. Winners should retain a hand written copy of the PIN that appeared on the doll's battery receptacle cover & to ship their winning doll along with their name, complete address, daytime phone number & age in a suitable, protective shipping carton, via UPS or other traceable service, for prize verification to: Tickle Me Elmo Surprise Claim, c/o Project Support Team Inc., 100 Mill Plain Rd., Danbury, CT 06811. **Winning Tickle Me Elmo Surprise dolls submitted for prize verification will become the property of Fisher-Price Inc. ("Sponsor") & will not be returned. Upon verification, a replacement Tickle Me Elmo Surprise doll will be sent to the those winners who won by purchasing a Tickle Me Elmo Surprise, along with reimbursement for shipment of winning doll. Non-winning dolls received at the prize claim address will be returned without reimbursement for shipping.** If your free game piece indicates that you have won, sign your game piece (retain a photocopy of game piece for your records) & mail your original game piece, for verification, in an envelope along with your name, complete address, & daytime phone number, printed on a

3"x5" paper, via registered mail, return receipt requested, to Tickle Me Elmo Surprise Claim, c/o Project Support Team Inc., 100 Mill Plain Rd., Danbury, CT 06811. Proof of mailing is not proof of receipt. All prize claims must be received by 7/8/02 & are subject to verification by an independent judging organization whose decisions are final & binding.

Prizes & Odds: (1) Grand Prize Package which consists of the following elements: A \$200,000 check which may be used toward the purchase of a house; a 2002 VW New Beetle, Approximate Retail Value ("ARV") \$21,725; a Power Wheels by Fisher-Price Volkswagen New Beetle, ARV \$129.99; a computer, ARV \$1,300; & \$60,000 in U.S. Savings Bonds (Approximate issue value=\$30,000. Value at Maturity in approximately 17 years from date of purchase=\$60,000) which may be used for a college scholarship. Total ARV of Grand Prize is \$283,154.99 upon maturation of bonds. (4) First Prize Packages: Each prize package consists of the following elements: A 2002 VW New Beetle, ARV \$21,725; a Power Wheels by Fisher-Price Volkswagen New Beetle, ARV \$129.99; a computer, ARV \$1,300; & \$40,000 in U.S. Savings Bonds (Approximate issue value=\$20,000. Value at Maturity in approximately 17 years from date of purchase=\$40,000) which may be used for a college scholarship. Total ARV of each First Prize is \$63,154.99 upon maturation of bonds. According to Federal Law, U.S. Savings Bonds are limited to a total investment of \$15,000 in issue value per individual per year or, for bonds issued to co-owners, a total investment of \$30,000 in issue value per year. Therefore, all or a portion of the U.S. Savings Bonds in the prizes may be awarded over a 2-year period, depending on whether each winner wishes to have a co-owner on the bonds awarded as prizes and/or on the issue value of U.S. Savings Bonds each winner may have already purchased during the year in which prize is awarded. U.S. Savings Bonds are subject to all terms and conditions applicable to U.S. Savings Bonds as determined by the United States Treasury, Department of Public Debt. Federal, state & local taxes on prizes are sole responsibility of the individual winners as are title, license and registration fees & insurance for prize vehicle, travel or other costs associated with picking up vehicle at dealership & any other expenses associated with prize not explicitly stated herein. Vehicle color & any other elements of vehicle shall be determined solely by Sponsor. Odds of winning the Grand Prize: 1 in 2,350,000. Odds of winning a First Prize: 1 in 587,500.

Second Chance Drawing: Any unclaimed prizes will be awarded in a second chance drawing from among all eligible entries received. To enter, hand print your name, complete address, & daytime phone number on a 3"x5" paper & mail it in a First Class stamped hand addressed envelope to be received by 7/8/02 to: Tickle Me Elmo Surprise 2nd Chance, P.O. Box 5360, Unionville, CT 06087-5360. Drawing will be conducted by an independent judging organization on or about 8/31/02. Odds of winning in second chance drawing depend on number of eligible entries received & number of unclaimed prizes available. Limit one Second Chance entry per stamped envelope & each entry must be mailed separately. Mechanically reproduced, postage due or illegible entries will be void.

Miscellaneous: By participation in this promotion, entrants agree to be bound by the official rules & the decisions of the judges which shall be final & binding. Prize winners who have won by submitting a winning Tickle Me Elmo Surprise doll are not eligible to win in the second chance drawing. There is a limit of one second chance drawing prize per individual or household. Winners must have a valid U.S. driver's license. There is a limit of one claimant's name per winning claim. No responsibility is assumed for incomplete, damaged, stolen, lost, misdirected, illegible, late, or postage due Tickle Me Elmo Surprise dolls, game pieces or claims. Prizes are non-transferable & no substitutions are allowed except by Sponsor who, in case of unavailability, reserves right to substitute a prize of equal or greater value. Winners will be required to execute an Affidavit of Eligibility,

Compliance with Rules, Release of Liability & (where legal) Publicity Release which must be returned within 14 days of issuance of documents. If affidavit & releases are not completed & returned within time allowed, or if these documents are returned as non-deliverable, such winner will be disqualified & an alternate winner will be selected from among the eligible second chance entries as described in above Second Chance drawing section. Potential winning claims, game pieces or Tickle Me Elmo Surprise dolls that are defaced, mutilated, tampered with or altered in any way (including any altering of a doll's PIN or voice message), or which have been mechanically altered or reproduced or which contain printing, electronic or mechanical chip errors, or those not obtained through legitimate channels, will be void. Sponsor's sole liability for non-working dolls is limited to replacement with another doll, subject to terms of Sponsor's standard warranty. Sponsor not responsible for any problem or error that results in the failure of all or any winning Tickle Me Elmo Surprise voice mechanism (or any other eligible Tickle Me Elmo Surprise's voice mechanism) to function properly. Sponsor will utilize PIN information to verify winner status & may void any prize claim that does not have a winning PIN verified by the independent judging organization. All holders of Tickle Me Elmo Surprise dolls release Sponsor, Sesame Workshop, their respective parents, subsidiaries, affiliates, agents and assigns from any claims, losses or damages that may result from any message malfunction or related problem or error. No more than the listed number of prizes will be awarded. If the number of winning game pieces distributed or received and/or Tickle Me Elmo Surprise dolls manufactured or printed with winning PINs or distributed or received for any prize level exceeds the number of prizes listed for that level, Sponsor reserves the right to conduct a random drawing from among all eligible prize claims received for that prize level to award the listed number of prizes. Entrants agree that: 1) Sponsor & its designees shall have the right & permission to use (if a winner) entrant's name & photograph or likeness, as well as entrant's voice & city of residence for advertising, publicity, trade and/or other purpose without additional compensation (unless prohibited by law); & 2) Sponsor, its parent company, affiliates, subsidiaries, retailers, distributors, suppliers, & any other vendors involved in conducting this game, their respective advertising & promotion agencies, shall have no liability & will be held harmless for any liability; loss, injury or damage to entrants or any other person or entity, including personal injury, death or damage to personal or real property, due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of a prize or participation in this sweepstakes. All federal, state & local laws & regulations apply. This game is void where prohibited or restricted by law.

Eligibility: Open only to legal residents of the 50 United States & District of Columbia 18 years of age or older. Employees of Fisher-Price Inc., its parent company, affiliates, subsidiaries, retailers, distributors, suppliers, printers & other vendors involved in conducting this game, their advertising & promotion agencies, & their respective immediate family (spouse, parent or sibling) & household members are not eligible. **Winners List:** For a list of winners available after 10/31/02, visit www.fisher-price.com or send a self-addressed, stamped envelope by 9/30/02 to Tickle Me Elmo Surprise Winners List P.O. Box 5988, Unionville, CT 06088-5988.

**Sponsor: Fisher-Price, Inc., East Aurora, NY 14052
Administrator: Project Support Team, Inc., 100 Mill Plain Rd., Danbury, CT 06811**

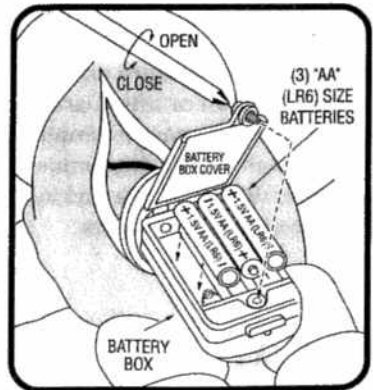
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ENGLISH VERSION MAY 2001

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Packing and address should be retained for future reference.

CAUTION:

- Non-rechargeable batteries are not to be recharged.
- Rechargeable batteries are to be removed from the product before they are charged.
- If removable rechargeable batteries are used, they are only to be charged under adult supervision.
- Do not mix alkaline, standard (carbon-zinc) or rechargeable (nickel-cadmium) batteries.
- Do not mix old and new batteries.
- Only batteries of the same or equivalent type as recommended are to be used.
- Be sure to insert batteries with the correct polarities and always follow the toy and battery manufacturers' instructions.
- Exhausted batteries are to be removed from the product.
- The supply terminals are not to be short-circuited.
- Dispose of batteries safely.



Questions or Comments?
1-800-432-5437

Should this product cause local electrical interference we recommend moving it away from other equipment.

ITEM NO. 39442

